

**ICC Working Group on Marketing & Sustainability**  
*Call, 16 July 2020, 15.00-16.00 CEST*

**SUMMARY NOTES**

**Participants:**

Sheila Millar (WG Chair, Keller & Heckman)  
Anders Stenlund (AB Stencia)  
Eve Magnant (Publicis Groupe)  
Lucas Boudet (EASA)  
Sybille Loecx-Stanciu (ICAS)  
Stéphane Martin (ARPP)  
Carla Michelotti (Carla Michelotti LLC, IAA)  
Katja Heintschel von Heinegg (ZAW – German SRO)  
Jakob Rönnerbäck (Reklamombudsmannen -Swedish SRO)  
Len Velsor (Eastman)  
Anna Perdiago (Expedia)  
Erica Lo Buglio (Zelion)  
Sana Wolk (Cirio)  
Emma Nordin (ICC Sweden)  
Andreas Ahrens (Ikea)  
Kim Hellstrom (H&M)

**ICC Secretariat:**

Raelene Martin  
Emily O'Connor  
Isabel Noltsch  
Kevin Rousseau

***Tour de table*** : participants introduced themselves and indicated their interests in participating in the work. Some companies (e.g. IKEA, H&M) have goals to become climate positive by 2040. ICC Sweden has a working group on climate positive. Developments regarding the European Green Deal is relevant and highlights the need to explore this topic. There is a growing demand to promote environmental claims to demonstrate a move to be more sustainable. It is therefore an opportune time to address these issues.

***Guiding principles for the work*** : The overview document including the guiding principles for the work was presented. Participants were in agreement to proceed on the basis of the outlined principles, including the goal of developing guidelines to assure that advertising is truthful and not misleading, rather than to advance specific environmental policy goals..

***Existing and new claims*** :

- The overview document was shared outlining existing claims covered in the ICC Framework for Responsible Environmental Marketing Communications as well as proposed new emerging claims to consider.
- In addition to the claims proposed, participants suggested additional claims to consider or existing claims to update, as shown below:
  - “Net zero” for clarity between terms related to climate
  - “Carbon footprint” / “carbon neutral” / “climate footprint” should also be addressed, as a broader term than “carbon footprint”
  - “Recycled content” as a subset of “circular”
  - “Bio-based” - related to “microplastic-free”
  - “Sustainable” / “sustainable consumption” (specific metrics that are used to categorise “sustainable”) / general claims related to SDGs (more specifically SDG12 on sustainable consumption)
  - “reasoned” and “reasonable, conscious and informed consumption”

***Relevant considerations:***

- Explore the difference between specific sustainability claims vs aspirational claims and develop related guidance

- Be mindful of potential competition issues: make sure to be open and transparent and not create definitions that could be viewed as anti-competitive in the marketplace
- The Code and Framework currently indicate that there is no agreed-upon methodology with which to measure “sustainability” overall. Consider existing initiatives, documents or codes assess if a metric for sustainability consistent with the working group’s guiding principles is being developed, such as:
  - o UN SDG 12 sub-questions
  - o ISO standards
  - o OECD Better Life Index
  - o GRI Guides and UN Global Compact (guidance on the indicator that companies can use to assess their contribution to the SDG)
  - o European Green Deal / EU code of conduct related to sustainable food processing – possibility to develop definitions in this respect
  - o European Commission Farm to Fork Strategy: considering introducing a nutrition label for the environment. This concept is designed to restrict certain product lines and is gaining traction more broadly. Possibility to create a smaller working group on this issue.
  - o The French PM has announced that the government will regulate advertising regarding "reduce incentives to over-consumption of polluting products". A bill proposes to add a statement in the consumer code "encouraging sober consumption" in all advertising for consumer goods: "Do you really need it? Over-consumption harms the planet". There is huge pressure from a range of stakeholders and other countries are watching what is happening in France. The worst case scenario would be a ban on advertising a certain category of products.

#### ***Actions and next steps:***

- Members of the WG to review the ICC Framework for Responsible Environmental Marketing Communications and provide comments/suggestions on sections/definitions that require updates/revision, as well as what may be missing. Specific thoughts of definitions of key terms would be welcome. **Responses are requested by August 14, 2020 to allow time to consolidate suggestions and recommendations prior to the next scheduled call.**
- Next call end of August/ beginning of September – a doodle poll will be circulated with a view to confirming a workable date.
- *Information resources:* Members are invited to share any relevant information/documents that would be useful to consider in the context of this work (eg how to address climate positive, net zero, etc).
- *Envisaged process and timeline:* Depending on expertise within the group, some members could take the lead on some of the claims we need to address (to be discussed at next call). It is envisaged that the work will take a year to complete in order to accommodate relevant consultation with broader Commission membership and ICC National Committees.

#### ***For reference:***

From UN "Sustainable consumption and production refers to “the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations”.

<https://www.unenvironment.org/explore-topics/resource-efficiency/what-we-do/sustainable-consumption-and-production-policies>

<https://www.iso.org/news/ref2500.html>